An Inventory of (Non-Commercial) Educational Radio Programming

by

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with

assistance from

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Summary

Educational station broadcasting, generously estimated, amounts to about one percent of the amount of commercial broadcast time on the air. Total time on the air for non-commercial educational station members of The National Association of Educational Broadcasters was about 2100 hours per week in May, 1949. About half of the time on the air represents AM operations which averaged 59:12 hours per week, or 8:27 hours per day. Most of this time was in the daytime hours, for AM stations averaged 7:33 hours per day on weekdays before 6:00 p.m. This is primarily because of limitations imposed by the Federal Communications Commission. FM station operations, which also accounted for about half of the total hours studied, averaged fewer hours than AM stations--a total per station of 51:11 hours. The FM stations operated longer hours after 6:00 p.m. and on Sundays than did AM stations--19:16 hours per week--, but shorter daytime hours on weekdays --an average of 31:55 hours as compared with 45:22 for AM. FM stations were far from full-time operating schedules. These averages conceal wide differences between the amount of operating time for individual stations, which range from 111 hours to 6 hours a week for AM, and from 125 hours to 21 hours a week for FM stations.

Musical programs are the largest program segment for educational station operations, followed by Educational-Cultural, News, and Public Issues programs. As between the AM and FM non-commercial station programs, the FM stations devote more of their program time to Music, Educational-Cultural, Sports and Drama programs and less time to News, Farm, and Homemaking programs than do the AM stations. In comparison with commercial AM station programming, the educational AM stations provide proportionately six times as much program time for Educational-Cultural and Public Issues programs, as do the commercial stations for Talks and Forums and Panels. Conversely, while the educational stations carry only 2 percent Drama programs, the commercial stations carry 16 percent, in which category 11 percent are represented by Daytime Serials, Mystery Drama, and Comedy Drama. In Popular and Dance Music, the educational stations carry half as much (13 percent) as commercial stations. Educational stations broadcast about four times as much Classical and Semi-Classical Music as do commercial stations. News and Sports programs receive proportionately the same amount of time from both types of stations. In terms of what is sent over all the transmitters in the country, however, these percentage comparisons are apt to be misleading. They must be supplemented by a realization, for instance, that the 24 percent of educational station time devoted to Public Issues and Educational-Cultural programs is equivalent to only about one-seventeenth as many hours as are represented by the 4 percent of commercial AM station time given to Talks and Forums and Panels.

A similar comparison is not possible at this time, for the sources of program material of non-commercial and commercial stations, as between local live, recorded, network and wire programs. Local live programs constitute 47 percent of educational program time whereas a substantially smaller proportion of commercial AM station programs appear to come from that source. FM educational stations appear to produce as local live a slightly higher portion of their program time than do AM educational stations.

Radio program production activity by 33 educational institutions which do not operate their own stations was also covered by the survey. These institutions had comparatively short weekly schedules, averaging 10:33 hours per week of which more were produced after 6:00 p.m. and on Sundays than before 6:00 p.m. on weekdays. These educational program producers give first place in their activities to programs classified as Educational-Cultural and Farm programs.

Purpose of the Study

Four years after "the bomb," an inventory of educational radio programs is in order. Four years after educational institutions generally (and a little frantically) assumed the educational responsibilities implied by our present science and technology, it seems appropriate to find out what they are doing about it -- over the radio.

For several reasons this study cannot pretend to furnish sufficient material for a thorough appraisal of educational radio program service. "Appraisal" in any precise sense implies a comparison of performance with agreed-to standards. The looseness of the standards which should govern the use of radio by educators stands in the way of their use in appraising performance. The technical defects of this sort of mass-production of content analysis also limits the possibilities of appraisal by this means. In employing the techniques used below, however, consolation may be drawn from the thought that they do have considerable validity. And unless or until some public or private agency devotes perhaps $100,000 a year for a number of years to the development of methods and a body of information on radio program performance, the job of appraising the program service of the whole broadcast structure in the United States will not be done thoroughly and comprehensively.1/ In the meantime, the rather crude methods employed here probably will serve -- after a fashion -- educators and commercial broadcasters alike.2/ Inquiry into programming by educational organization also may serve more limited purposes. Granted that educational broadcasters have not been favored with the most desirable frequency assignments, it is pertinent to ask how effectively they are using what they do have in the way of facilities. A great deal of adverse criticism has been directed against commercial broadcast programming. This fact arouses some interest in seeing how different, or how similar to commercial programming is that currently broadcast by educators.

Scope of the Study

This study covers broadcast programs originated by members of the National Association of Educational Broadcasters for the week of May 1-7, 1949. The report first summarizes the coverage of the study. The broadcast time is then analyzed for both the station-operator members of NAEB and for program-producing-but-not-station-operator members. Following this there is an analysis of programs produced by both types of members. Lastly, there is a statement of the methods used in this survey.

1/ Chairman Frank McNinch about 1939 recommended that the FCC should establish an organizational unit to do this kind of operation. In recognizing its role in relation to the program service of broadcasters through promulgating the "Blue-book", the FCC implied in several places in the report its intention to scrutinize licensees' performance in a serious way. In regard to private agencies, the Commission on the Freedom of the Press recommended "the establishment of a new and independent agency to appraise and report annually upon the performance" of radio and other media of mass communication. Neither public nor private agencies have met this need.

2/ For a study of commercial radio program performance by the NAB, see Kenneth Baker, "An Analysis of Radio's Programming," Radio Research, 1948-1949 (edited by Lazarsfeld, Paul F., and Frank Stanton), 1949. Harper Bros.

I

Coverage of Survey

Figure 1 is a map showing coverage patterns 1/ for the AM stations which are NAEB members, 2/ the operation of which it was desired to cover in this survey. Figure 2 is a map showing the coverage areas as calculated by the FCC for the FM stations authorized to operate in the band of frequencies reserved for educational use. Fourteen of these stations are not NAEB members and were not included in the study-universe. Their service areas are included in Figure 2, however, for the general interest in the use made of the educational frequencies. In addition to the remaining 18 NAEB member FM stations shown on Figure 2, two member stations which operate in the same band of frequencies as commercial FM stations (WNYC-FM and WCAL-FM) were included in the study-universe.

The station operations and the program-producing institutions are summarized with a geographical breakdown in Table 1. The responses included usable replies from 18 AM stations, 19 FM stations, and 33 program producing agencies. Substantially complete coverage was thus achieved on station operations by NAEB members. The results of the analysis of station operations are regarded as quite representative of NAEB members. They may also be taken as representative of all AM non-commercial station operations because of the substantially complete membership of such stations in NAEB. Our data on FM non-commercial station operations represent 19 out of 34 stations; the remainder are for the most part relatively new stations.

The representativeness of this study is less secure for program producing institutions which do not operate their own stations. It is known that a number of such educational institutions are outside the NAEB membership.3/ Our sample of 50 program producing agencies is a large chunk of the total of program producers. Two-thirds of this sample returned usable replies. While from a quantitative viewpoint their operations may not represent fairly the activities of all such program producing agencies, the qualitative analysis may have value. It should be read, however, with a realization that it is biassed by being based on the operation of NAEB member institutions. Such membership may imply a strong sense of responsibility in radio programming.

1/ These are symbolic coverage patterns rather than theoretical or actual signal intensity contours. The source is the Mutual Broadcasting System's coverage maps, published in 1947 and thereafter kept up to date by supplements.

2/ Exclusive of WHCU and WRUF, stations licensed to educational institutions which maintain NAEB memberships but which operate in part at least as commercial stations. They were not included in the following tablulations because their programming was so different from that of the non-commercial stations. WRUL, a short-wave station, although a NAEB member, was excluded also because of the different function it performs.

3/ Two additional sources of bias should be mentioned. Coming in the first week of May, our survey caught some educational institutions in vacation periods when they were inactive in radio: the University of North Carolina is an example. Moreover, it is probable that differences in the interest and energy devoted by respondents to replying to our inquiry have biased the results. For instance, Penn State College replied exhaustively, accounting for the radio program participation by its agricultural extension personnel in Pennsylvania counties. Accordingly, Penn State contributed a total of 52 Farm programs with 13 hours. On the other hand, the University of California which has an active Agricultural Extension Service radio-wise, reported no Farm programs at all.

FIGURE I.
EDUCATIONAL AM BROADCAST STATIONS:

SERVICE PATTERNS, LIMITATIONS AND FREQUENCIES, 1949

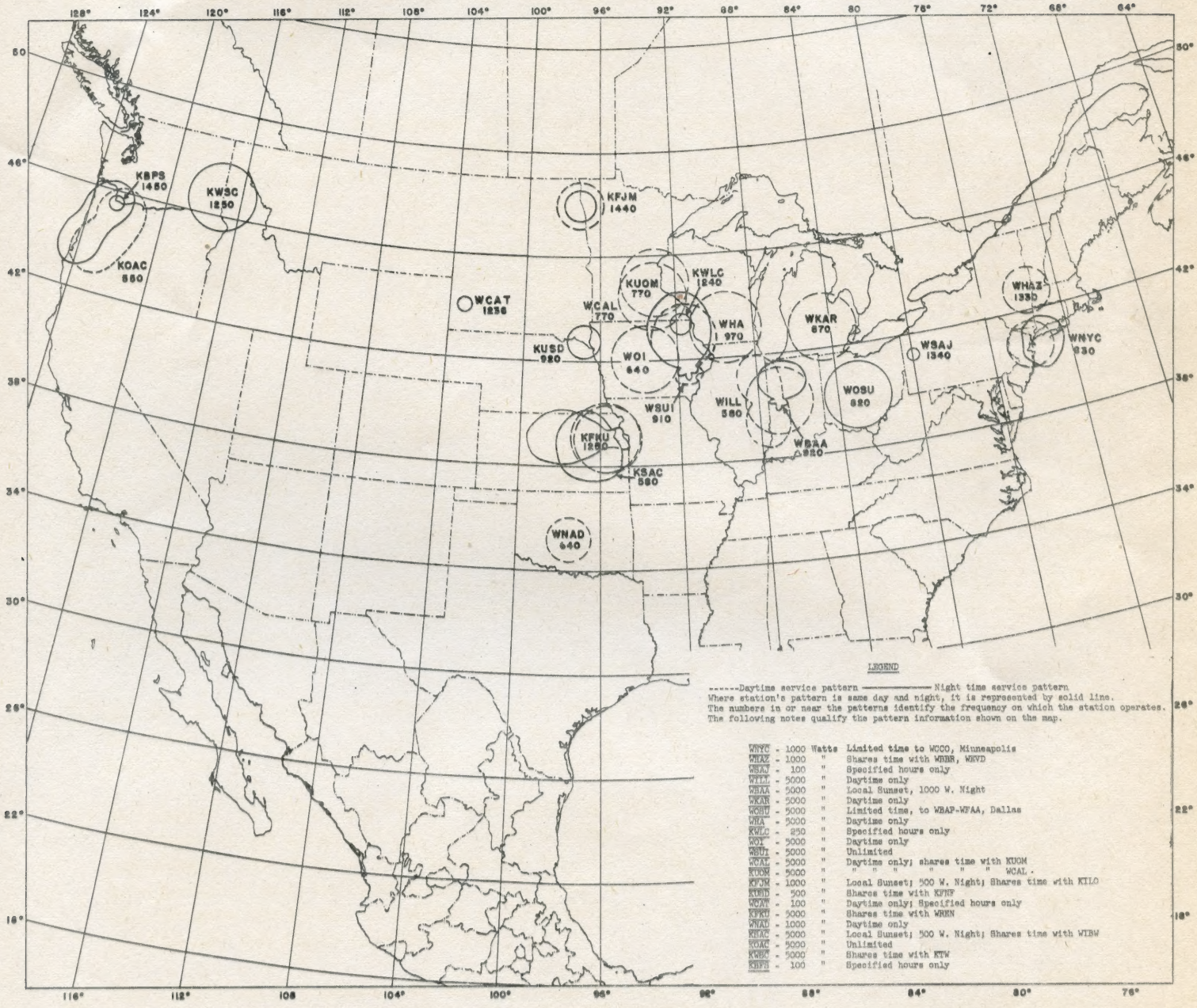
KBPS 1450
KWSC 1250
KOAC 550
KFJM 1440
KUOM 770
KWLC 1240
WCAT 1236
WCAL 770
WHA 970
WKAR 870
WHAZ 1330
WNYC 830
WSAJ 1340
KUSD 920
WOI 640
WILL 580
WOSU 820
WSUI 910
KFKU 1250
WBAA 920
KSAC 580
WNAD 640
LEGEND
------Daytime service pattern ———— Night time service pattern
Where station's pattern is same day and night, it is represented by solid line.
The numbers in or near the patterns identify the frequency on which the station operates.
The following notes qualify the pattern information shown on the map.
WNYC - 1000 Watts Limited time to WCCO, Minneapolis
WHAZ - 1000 " Shares time with WHNR, WRVD
WSAJ - 100 " Specified hours only
WILL - 5000 " Daytime only
WBAA - 5000 " Local Sunset, 1000 W. Night
WKAR - 5000 " Daytime only
WOSU - 5000 " Limited time, to WBAP-WFAA, Dallas
WHA - 5000 " Daytime only
KWLC - 250 " Specified hours only
WOI - 5000 " Daytime only
WSUI - 5000 " Unlimited
WCAL - 5000 " Daytime only; shares time with KUOM
KUOM - 5000 " " " " " " WCAL.
KFJM - 1000 " Local Sunset; 500 W. Night; Shares time with KYLO
KYLO - 500 " Shares time with KFNF
WCAT - 100 " Daytime only; Specified hours only
KFKU - 5000 " Shares time with WHMN
WNAD - 1000 " Daytime only
KWAC - 5000 " Local Sunset; 500 W. Night; Shares time with WIBW
KOAC - 5000 " Unlimited
KWBC - 5000 " Shares time with KTW
KBPS - 100 " Specified hours only

FIGURE 2.
NON-COMMERCIAL FM BROADCAST STATIONS
50 uv/m, June 1, 1949

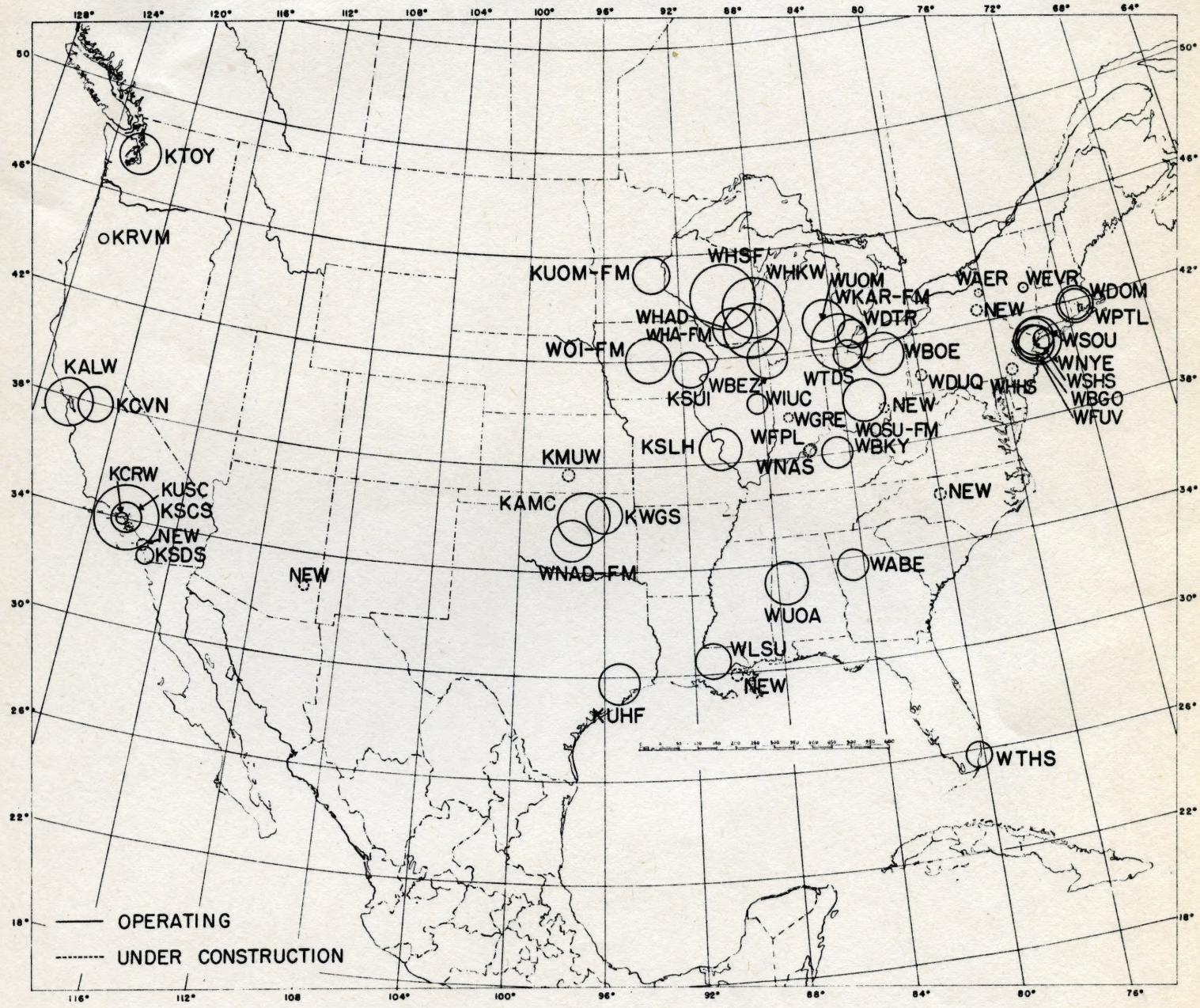

Table 1

Educational Radio Service Covered by Survey, May 1-7, 1949

	Station Operations AM	Station Operations FM	Program Producing Agencies
Universe for the survey	22[a]	20[b]	50
Usable replies received	18[c]	19[d]	33
Geographical distribution			
Atlantic Coast States North of Potomac			
Inquiries mailed	3	3	11
Usable returns	2	3	7
South Atlantic and South Central States			
Inquiries mailed	1	5	13
Usable returns	1	5	7
North Central States			
Inquiries mailed	15	10	17
Usable returns	12	9	11
Mountain States			
Inquiries mailed	-	-	4
Usable returns	-	-	3
Pacific States and Hawaii			
Inquiries mailed	3	2	5
Usable returns	3	2	5

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a/ Excluding WRUL, a short wave station, WHCU and WRUF, and four wired wireless stations (Stephens, Grinnell, Alabama, and De Pauw) in the NAEB membership.

b/ Excluding eight reporting "station under construction", two "station abandoned", WHCU-FM, and WRUF-FM, and one WTHS, licensed but not regularly programming, as yet, in the NAEB membership. The Fee list of operating FM stations in the educational band totals 33 as of June 1, 1949. It includes 18 of the 20 in our universe (the other two being WNYC-FM and WCAL-FM, NAEB members licensed in the frequencies 88-108 Megacycles.) The remaining 15 listed by the FCC include WTHS and 14 non-NAEB member institutions.

c/ All but KFKU, WSAJ, KWLC, and WCAL.

d/ All but WCAL-FM.

II

Time on the Air

Time on the air, for educational stations reporting, was about 2100 hours rather evenly divided between AM and FM stations. It is estimated that total time on the air for all NAEB stations was about 2,325 hours.[1] Educational program producers covered in this study aired a total of 347 hours. These data are summarized in Table 2.

The typical non-commercial station operates short hours: an average of 55 hours per week or 7:52 per day. The typical AM non-commercial station operates longer hours than the typical FM non-commercial station. This is true despite the severe time limitations on AM non-commercial stations, which are summarized in the legend on Figure 1. The mean operating schedule for the AM stations is 59:12 hours per week but the median station operates 75:00 hours per week (as shown in Table 2). For FM stations, the mean is 51:11 hours per week, and the median, 40:20 hours per week.

The effect of the FCC's time limitations on AM non-commercial station operations becomes apparent, however, when attention is directed to the hours of operation before and after 6 p.m. The average AM station operates 45:20 hours per week before 6 p.m., Monday through Saturday, but only 13:50 hours per week after 6 p.m. and on Sundays.[2] For FM educational stations no corresponding limitation on operating time is imposed by the FCC. Consequently, evening and Sunday programming by FM educational stations averages 19:16 hours per week. This substantially exceeds AM programming in the same hours. Before 6 p.m., Monday through Saturday, however, FM educational stations averaged only 31:55 hours per week -- considerably fewer hours than for AM stations. In neither time segment do the FM stations as a rule operate nearly full time.

Table 3 shows the number of operating hours per week for each of the reporting AM and FM stations. It will be noted that the range from highest to lowest is proportionately greater for AM stations than it is for FM stations. One AM station operates as little as 6 hours a week, while at the other extreme another operates 111 hours. The shortest schedule for FM on the other hand is 21 hours, and the longest, 125.

1/ Estimated by including the four missing AM and one missing FM stations, assuming their operations equal the average hours reported by the respective types of stations. This yields an estimated total of 1302 hours AM and 1023 hours for FM educational station operations in the week of May 1-7, 1949. It is doubtful whether inclusion of the operations of the 14 non-NAEB member stations would further increase this total much beyond 2500 hours.

2/ An annual average would show even fewer hours after 6 p.m. than does this study because it was made during May.

Table 2

Educational Stations: Total Hours of Broadcast Time, Before and After 6 P.M.[1/]

May 1-7, 1949

Stations	Before 6 P.M. Mon. - Sat.		After 6 P.M. and Sundays		Total Time	
	Total	Average	Total	Average	Total	Average
By Educational Stations:						
18 AM Stations	816:25	45:22	249:00	13:50	1065:25	59:12*
19 FM Stations	606:19	31:55	366:04	19:16	972:23	51:11*
Total - 37 Stations	1422:44	38:27	615:04	16:37	2037:48	55:04
By 33 Educational Program Producers	167:00	5:04	180:42	5:29	347:42	10:33
Total -- Educational Radio	1589:44	--	795:46	--	2385:30	--

1/ Counting all Sunday time with "after 6 P.M. time."

* Median weekly hours: 75:00 for A.M., 40:20 for F.M.
See Table 3.

The 33 program-producing institutions had comparatively short weekly schedules, averaging 10:33 hours per week. It is of interest to note (Table 2) that these institutions had a larger number of air hours after 6:00 p.m. and on Sundays than they had before 6:00 p.m., Monday through Saturday.

The performance of the educational stations looks quantitatively small indeed in relation to the program time used by commercial stations. The hours of service by commercial stations may be estimated as follows:

ESTIMATE OF TOTAL BROADCAST TIME OF COMMERCIAL STATIONS, ABOUT MAY 1, 1949

Type of Station	Number of Stations			Estimated average daily hours of operation		Estimated Total Weekly Hours of Operation c/
	Unlimited Time	Limited Time	Total	Unlimited Time	Limited Time	
AM	1442a/	533a/	1975b/	17	12	216,370
FM	724		724	6		30,408
TV	60		60	5		2,100
Total						248,878

The total air time of AM stations in NAEB is about 0.6 per cent of AM commercial program time. FM educational station programming is equal to 3.4 per cent of FM commercial program time. If commercial AM, FM, and TV broadcast time be totaled, its sum is one-hundred times that of educational station broadcasting, generously estimated.

The relatively small amount of educational station time is not, however, evenly distributed throughout the country. It is heavily concentrated in the North Central States. This may be seen from Figs. 1 and 2 and from Table 1. In this group of States are located 12 of the 18 AM respondents in the present survey, with 686 of the 1065 broadcast hours. The North Atlantic States, on the other hand, have only two of the AM stations with 117 hours (of which WNYC accounts for 112). The Southern States have only one of the stations with 67.5 hours. The Mountain States are stationless, and the Pacific Coast has the remaining three stations with 194 broadcasting hours. The FM stations covered follow a similar geographic pattern.

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a/ Estimated by applying Jan. 1, 1948 ratio of limited to unlimited time stations (data from FCC), to number of stations on the air about May 1, 1949 (per Broadcasting Magazine).

b/ Broadcasting Magazine, May 9, 1949, p. 75.

c/ Derived by multiplying the number of stations by average daily hours of operation.

Table 3

AM and FM Educational Stations Arrayed According to Total Number of Hours on the Air, May 1-7, 1949

AM Stations		FM Stations	
Call Letters	Number of Hours on Air	Call Letters	Number of Hours on Air
WNYC	111:45	WNYC	125:39
KWSC	95:30	WHA	107:00
WSUI	85:30	KUSC	91:00
WILL	84:45	WKAR	85:00
WKAR	83:00	WNAD	73:30
WHA	80:15	KWGS	58:30
WOI	79:00	WAER	48:00
WOSU	78:45	WBOE	45:00
WBAA	78:00	WLSU	40:25
KOAC	72:00	KSUI	40:20
WNAD	67:30	WBEZ	33:20
KUOM	52:30	WUOM	31:15
KBPS	26:15	WABE	30:00
KUSD	21:00	WIUC	30:00
KSAC	20:30	WBGO	25:24
KFJM	14:00	WOI	24:00
WCAT	9:10	KCVN	24:00
WHAZ	6:00	WDTR	21:30
		WBKY	21:00
Median:	75:00	Median:	40:20

III

Programs of Educational Stations

This section presents an analysis of the types and sources of programs broadcast by educational stations.

Types of Programs

Analysis of the individual stations according to program types is presented in the series of Tables 4-11. Here may be found the relative position among all of the stations studied of any one of them in terms of the porportion of time devoted to each of fifteen categories of programs.

Table 12 presents a summary of types of programs broadcast by educational stations, May 1-7, 1949. It must be remembered in considering the differences in programming by the AM and FM stations that seven of the FM stations with aggregate air time of 485 hours, or about 50 per cent of total FM air time, were operated in conjunction with AM stations, with a substantial amount of joint programming. Music is the largest program segment for both forms of educational station operation. Educational-Cultural, News and Public Issues programs rank next in that order for both AM and FM educational stations.

It will be noted that FM stations devote more of their total program time to music than do AM stations (51.2 per cent as against 44.5 per cent). FM stations devote about 40 per cent of their time to classical or semi-classical, while AM stations give 30 per cent of these types of music. Educational-Cultural, Sports, and Drama programs occupy proportionately more time of the FM than of the AM stations, while News, Farm, and Homemaking programs occupy proportionately less.

For comparative purposes, Table 13 presents results from a 1946 NAB study of commercial AM station programming, done by Kenneth Baker. The contrast in program types between educational and all commercial AM stations is striking. Proportionately the largest differences are in the amount of time given to what we have termed Educational-Cultural and Public Issues programs (and to which the nearest NAB equivalent categories appear to be Talks and Forums and Panels). Educational stations devote 24 per cent of their program time to such programs while commercial stations give 4 per cent. The second most striking difference is in respect to dramatic programs where the commercial stations are shown as carrying 16 per cent and educational stations 1.9 per cent. The difference in dramatic offerings is mostly in Daytime Serials, Mystery Drama, and Comedy Drama programs which aggregate 11 per cent for commercial stations and do not appear on educational station logs. The Music category shows relatively little difference in total (educational stations 45 per cent, commercial stations 41). However, the commercial stations carry 26 per cent Popular and Dance Music, while the educational stations carry 13 per cent. Conversely, the educational stations carry 31 per cent Classical and Semi-Classical Music, but the commercial stations devote 8 per cent to this type of program. The only two classes of programs which receive about the same proportion of program time as between the two types of stations are News and Sports.

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Table 4

AM and FM Educational Stations Arrayed According to Proportion of Total Music and Folk and Western Music to Total Program Time, May 1-7, 1949

AM Stations		FM Stations		AM Stations		FM Stations	
Call Letters	Percent Total Music is of Total Time	Call Letters	Percent Total Music is of Total Time	Call Letters	Percent Folk and Western Music is of Total Time	Call Letters	Percent Folk and Western Music is of Total Time
KWSC	64.1	WNYC	73.5	WOSU	1.9	WABE	15.0
WHAZ	54.2	WIUC	70.0	WBAA	1.9	WBKY	2.4
WBAA	51.4	WLSU	69.9	KBPS	1.9	WLSU	1.9
WNYC	48.9	WOI	63.5	WKAR	1.5	KWGS	1.7
WOSU	46.9	KUSC	57.9	WNAD	1.4	WKAR	1.6
KBPS	46.7	WAER	54.7	WHA	0.9	WUOM	1.3
WILL	46.4	KWGS	52.6	KOAC	0.7	WNAD	1.2
KUOM	46.2	WHA	50.3	KWSC	0.5	WHA	0.7
WHA	44.1	WUOM	49.3	WNYC	0.4	WNYC	0.4
KFJM	42.3	WBKY	48.8	WHAZ	0.0	WBGO	0.0
WCAT	41.8	KCVN	45.8	WILL	0.0	WAER	0.0
WOI	41.4	KSUI	45.5	KUOM	0.0	WBOE	0.0
KUSD	38.4	WNAD	40.7	WSUI	0.0	WOTR	0.0
WNAD	37.7	WKAR	40.5	KFJM	0.0	WBEZ	0.0
WSUI	36.9	WOTR	39.5	WOI	0.0	WIUC	0.0
KOAC	36.8	WBOE	34.4	WCAT	0.0	KSUI	0.0
WKAR	35.5	WBGO	33.1	KUSD	0.0	WOI	0.0
KSAC	19.1	WABE	28.9	KSAC	0.0	KCVN	0.0
		WBEZ	19.4			KUSC	0.0
Median: 43.2		Median: 48.8		Median: 0.2		Median: 0	

Table 5

AM and FM Educational Stations Arrayed According to Proportion of Dance and Popular, and Semi-Classical Music To Total Program Time, May 1-7, 1949

AM Stations		FM Stations		AM Stations		FM Stations	
Call Letters	Percent Dance and Popular Music to Total Time	Call Letters	Percent Dance and Popular Music to Total Time	Call Letters	Percent Semi-Classical Music To Total Time	Call Letters	Percent Semi-Classical Music To Total Time
KWSC	48.7	WBKY	30.9	KBPS	33.3	WOI	63.5
WHAZ	25.0	KWGS	15.9	KUOM	25.2	WLSU	41.9
KUSD	24.6	WBEZ	13.8	WSUI	23.7	WIUC	39.4
WOI	21.9	WUSC	13.7	WBAA	23.4	KSUI	34.1
WCAT	20.0	WLSU	13.2	KFJM	23.2	WOTR	33.7
WHA	15.9	WHA	11.9	WILL	20.2	KCVN	32.3
WBAA	14.1	WNYC	10.3	WHA	19.3	WAER	26.7
WSUI	12.7	KSUI	10.1	WKAR	18.7	WBGO	24.6
WKAR	11.4	WKAR	10.0	WNAD	17.8	WBOE	24.4
KOAC	8.3	WABE	9.7	WHAZ	16.7	WUOM	21.1
KUOM	7.6	WAER	7.1	WOI	12.6	KWGS	18.7
WOSU	7.3	WBGO	7.0	WOSU	12.4	WKAR	17.4
KSAC	4.8	WOTR	5.8	KWSC	6.3	KUSC	17.3
WNAD	4.1	WUOM	5.6	WNYC	5.6	WNAD	16.3
KFJM	3.6	KCVN	5.2	WCAT	5.5	WHA	14.7
WILL	2.9	WIUC	4.1	KSAC	4.9	WNYC	10.8
WNYC	1.5	WNAD	3.7	KOAC	3.1	WBEZ	5.5
KBPS	0.0	WBOE	.7	KUSD	0.0	WBKY	4.8
		WOI	0.0			WABE	4.2
Median: 9.8		Median: 9.7		Median: 17.2		Median: 21.1	

Table 6

AM and FM Educational Stations Arrayed According to Proportion of Classical Music and Educational-Cultural Programs to Total Program Time, May 1-7, 1949

AM Stations		FM Stations		AM Stations		FM Stations	
Call Letters	Percent Classical Music to Total Time	Call Letters	Percent Classical Music to Total Time	Call Letters	Percent Educational-Cultural to Total Time	Call Letters	Percent Educational-Cultural to Total Time
WNYC	41.3	WNYC	51.9	KUOM	30.5	WBEZ	44.6
WOSU	25.4	KUSC	26.9	KBPS	27.6	WBOE	41.3
KOAC	23.6	WIUC	26.4	WNAD	26.2	WOTR	39.5
WILL	23.3	WHA	22.9	WSUI	26.2	WABE	37.6
WCAT	16.4	WUOM	21.3	WOSU	24.8	KSUI	29.1
KFJM	15.5	WAER	20.8	KOAC	20.9	WBGO	24.6
WNAD	14.4	WNAD	19.4	KFJM	19.6	WNAD	24.0
KUSD	13.8	KWGS	16.2	WKAR	18.1	WISU	22.9
KUOM	13.3	WISU	12.9	WOI	16.4	KWGS	22.1
WHAZ	12.5	WKAR	11.6	WHA	16.0	KCVN	16.7
WBAA	12.0	WBKY	10.7	KSAC	14.2	WHA	16.4
KBPS	11.4	WBOE	9.4	WCAT	13.6	WKAR	16.1
KSAC	9.3	KCVN	8.3	KUSD	12.3	WUOM	10.7
KWSC	8.6	WBEZ	6.0	WBAA	11.5	KUSC	9.9
WHA	7.9	WBGO	1.4	WILL	19.5	WBKY	9.5
WOI	6.8	KSUI	1.2	WNYC	17.3	WNYC	7.7
WKAR	3.9	WABE	0.0	KWSC	4.1	WIUC	5.0
WSUI	0.0	WOTR	0.0	WHAZ	0.0	WAER	1.6
		WOI	0.0			WOI	0.0
Median: 12.9		Median: 11.6		Median: 16.2		Median: 16.7	

Table 7

AM and FM Educational Stations Arrayed According to Proportion of News and Public Issues Programs to Total Program Time, May 1-7, 1949

AM Stations		FM Stations		AM Stations		FM Stations	
Call Letters	Percent News to Total Time	Call Letters	Percent News to Total Time	Call Letters	Percent Public Issues to Total Time	Call Letters	Percent Public Issues to Total Time
WCAT	20.0	WBEZ	20.0	WNYC	29.0	WBGO	15.6
KSAC	16.9	WOI	17.5	WHA	14.0	WBOE	13.0
KUSD	14.4	WNAD	14.2	WNAD	10.0	WHA	12.0
WBAA	13.6	KCVN	12.5	KFJM	9.0	KNAD	9.2
WNAD	13.3	KSUI	11.9	KUSD	7.9	WABE	9.0
WSUI	13.1	WBKY	10.7	KSAC	7.3	KSUI	8.7
KOAC	12.3	WNYC	9.7	KBPS	6.7	KCVN	8.3
KWSC	10.9	KUSC	8.9	WSUI	6.0	WAER	7.3
WILL	10.2	WHA	8.3	WILL	6.0	WDTR	7.0
WHA	9.7	WAER	8.3	WKAR	4.0	WNYC	5.0
WOI	8.9	WIUC	8.3	WOSU	3.0	KUSC	4.5
WNYC	8.6	WKAR	7.9	WCAT	2.7	WUOM	4.0
KUOM	8.0	KWGS	4.8	KOAC	2.3	KWGS	3.4
WKAR	7.2	WOTR	4.6	WBAA	2.0	WKAR	3.0
KFJM	5.9	WBGO	4.5	KUOM	1.9	WBKY	2.0
KBPS	5.7	WBOE	3.3	KWSC	1.6	WBEZ	2.0
WOSU	5.4	WUOM	3.2	WOI	1.4	WIUC	1.6
WHAZ	0.0	WABE	1.4	WHAZ	0	WLSU	1.2
		WLSU	.4			WOI	0
Median: 9.9		Median: 8.3		Median: 5.0		Median: 5.0	

Table 8

AM and FM Educational Stations Arrayed According to Proportion of Sports and Farm Programs to Total Program Time, May 1-7, 1949

AM Stations		FM Stations		AM Stations		FM Stations	
Call Letters	Percent Sports to Total Time	Call Letters	Percent Sports to Total Time	Call Letters	Percent Farm to Total Time	Call Letters	Percent Farm to Total Time
WHAZ	33.3	WUOM	17.6	KSAC	24.9	WKAR	13.9
KUSD	15.9	KUSC	12.5	WOI	21.4	WOI	4.7
WKAR	8.4	KCVN	9.4	WKAR	15.9	WHA	2.3
KBPS	6.7	WKAR	7.4	KOAC	11.5	WLSU	0.6
WCAT	4.5	KWGS	5.7	WILL	10.3	KSUI	0.6
KSAC	3.7	WAER	5.7	WCAT	9.0	WNAD	0.6
WNAD	2.6	WNAD	2.4	WOSU	6.9	KCVN	0.0
WOSU	1.9	WIUC	1.6	WBAA	5.1	KUSC	0.0
WBAA	1.9	WSKY	1.2	KUOM	4.8	WBEZ	0.0
KOAC	1.7	WHA	0.5	KFJM	3.5	WOTR	0.0
KWSC	1.6	WNYC	0.1	WHA	3.1	WUOM	0.0
WILL	0.6	WBGO	0.0	KWSC	1.6	WBOE	0.0
WHA	0.6	WABE	0.0	WNAD	0.6	WABE	0.0
WOI	0.5	WBOE	0.0	WSUI	0.3	WBKY	0.0
WSUI	0.3	WOTR	0.0	KSUD	0.1	WNYC	0.0
WNYC	0.2	WBEZ	0.0	KBPS	0.0	WAER	0.0
KUOM	0.0	KSUI	0.0	WHAZ	0.0	WBGO	0.0
KFJM	0.0	WOI	0.0	WNYC	0.0	KWGS	0.0
		WLSU	0.0			WIUC	0.0
Median: 1.8		Median: 0.5		Median: 4.1		Median: 0	

Table 9

AM and FM Educational Stations Arrayed According to Proportion of Drama and Religion Programs to Total Program Time, May 1-7, 1949

AM Stations		FM Stations		AM Stations		FM Stations	
Call Letters	Percent Drama to Total Time	Call Letters	Percent Drama to Total Time	Call Letters	Percent Religion to Total Time	Call Letters	Percent Religion to Total Time
KBPS	5.7	WBGO	22.1	WNAD	4.4	WOI	9.5
KFJM	5.4	WABE	20.1	WSUI	3.9	WNAD	4.1
WILL	3.7	WBKY	5.9	WKAR	3.3	WKAR	2.9
KWSC	3.4	WBEZ	5.3	WILL	2.9	WAER	2.6
WNYC	2.8	WBOE	4.4	WBAA	2.2	KCVN	2.1
WOI	2.7	KWGS	3.4	WOI	2.5	KUSC	1.4
WHA	2.7	WHA	3.4	WOSU	1.9	KWGS	1.1
KOAC	2.1	WIUC	3.3	KWSC	1.8	WHA	0.7
WBAA	1.9	KGVN	2.1	WHA	0.9	WLSU	0.6
WKAR	1.5	WUOM	1.6	KOAC	0.7	WBGO	0.0
WSUI	0.6	WNYC	1.4	WNYC	0.0	WNYC	0.0
WNAD	0.4	WKAR	1.3	WHAZ	0.0	WBKY	0.0
WHAZ	0.0	WAER	1.0	KUOM	0.0	WABE	0.0
WOSU	0.0	KUSC	0.3	KFJM	0.0	WBOE	0.0
KUOM	0.0	WNAD	0.3	WCAT	0.0	WUOM	0.0
WCAT	0.0	WOTR	0.0	KUSD	0.0	WOTR	0.0
KUSD	0.0	KSUI	0.0	KBPS	0.0	WBEZ	0.0
KSAC	0.0	WOI	0.0	KSAC	0.0	KSUI	0.0
		WLSU	0.0			WIUC	0.0
Median: 1.7		Median: 1.6		Median: 0.8		Median: 0.0	

Table 10

AM and FM Educational Stations Arrayed According to Proportion of Home-making and Institutional Programs to Total Program Time, May 1-7, 1949

AM Stations		FM Stations		AM Stations		FM Stations	
Call Letters	Percent Home-Making to Total Time	Call Letters	Percent Home-Making to Total Time	Call Letters	Percent Institutional to Total Time	Call Letters	Percent Institutional to Total Time
KSAC	13.8	KUSC	3.6	WCAT	5.5	WIUC	8.3
KOAC	7.9	WHA	3.5	WILL	4.0	WCTR	4.7
WOSU	5.7	WLSU	3.1	WOSU	1.6	WAER	1.6
WHA	4.7	WNAD	2.7	KOAC	1.4	WUOM	1.6
WOI	4.5	WKAR	2.3	KUSD	1.1	WBKY	1.2
WILL	4.1	WNYC	0.7	WNAD	1.1	WKAR	1.1
KUOM	3.8	KWGS	0.4	WSUI	0.6	WNAD	1.0
WBAA	3.2	KSUI	0.2	WBAA	0.6	KCVN	1.0
WNAD	2.9	WBGO	0.0	WKAR	0.6	KSUI	0.6
WKAR	2.7	WAER	0.0	KWSC	0.5	KNYC	0.6
KFJM	1.8	WBKY	0.0	KUOM	0.5	KUSC	0.5
WNYC	0.8	WABE	0.0	WOI	0.3	WBGO	0.0
WSUI	0.4	WBOE	0.0	WNYC	0.2	WABE	0.0
WHAZ	0.0	WUOM	0.0	WHAZ	0.0	WBOE	0.0
WCAT	0.0	WCTR	0.0	WHA	0.0	WHA	0.0
KUSD	0.0	WBEZ	0.0	KFJM	0.0	WBEZ	0.0
KBPS	0.0	WOIZ	0.0	KBPS	0.0	WOI	0.0
KWSC	0.0	KCVN	0.0	KSAC	0.0	KWGS	0.0
		WIUC	0.0			WLSU	0.0
Median: 2.8		Median: 0		Median: 0.5		Median: 0.6	

Table 11

AM and FM Educational Stations Arrayed According to Proportion of Variety and Other Programs to Total Program Time, May 1-7, 1949

AM Stations		FM Stations		AM Stations		FM Stations	
Call Letters	Percent Variety to Total Time	Call Letters	Percent Variety to Total Time	Call Letters	Percent Other to Total Time	Call Letters	Percent Other to Total Time
WHAZ	13.0	WUOM	6.4	WSUI	11.4	WBKY	20.2
KWSC	4.7	WBOE	3.3	KFJM	10.7	WAER	14.4
WCAT	2.7	WAER	2.9	KUSD	8.9	KWGS	5.9
WKAR	2.1	WKAR	2.6	WBAA	5.8	WUOM	5.6
KFJM	1.8	WIUC	1.6	KWSC	5.8	WOI	4.8
KBPS	0.9	KSUI	1.2	KUOM	3.8	WOTR	4.7
KOAC	0.7	KCVN	1.2	WHA	3.7	WABE	3.3
WILL	0.6	WISU	0.6	KOAC	2.7	WHA	2.8
KUOM	0.5	WNYC	0.6	WOSU	1.6	WBEZ	2.5
WNAD	0.4	KUSC	0.5	WNYC	1.0	KSUI	2.1
WSUI	0.3	KWGS	0.4	WKAR	0.9	KCVN	1.0
WBAA	0.3	WNAD	0.3	WILL	0.6	WNYC	0.9
WOSU	0.3	WBKY	0.0	WNAD	0.4	WKAR	0.8
WNYC	0.2	WABE	0.0	WHAZ	0.0	WISU	0.6
WHA	0.0	WHA	0.0	WOI	0.0	WNAD	0.4
WOI	0.0	WOTR	0.0	WCAT	0.0	WBGO	0.0
KUSD	0.0	WBEZ	0.0	WBPS	0.0	WBOE	0.0
KSAC	0.0	WOI	0.0	KSAC	0.0	KUSC	0.0
		WBGO	0.0			WIUC	0.0
Median: 0.4		Median 0.5		Median 1.4		Median: 2.1	

Table 12

Educational Stations' Program Time, May 1-7, 1949, by Type of Program

Type of Program	18 AM Educational Stations (percent)	19 FM Educational Stations (percent)	37 Educational Stations (percent)
Music - Total	44.51	51.22	47.71
Folk and Western	0.74	1.08	.91
Dance and Popular	13.20	9.67	11.51
Semi-Classical	15.07	20.82	17.83
Classical	15.49	19.55	17.43
Educational-Cultural	16.68	17.90	17.25
News	10.17	8.63	9.44
Public Issues	7.55	6.22	6.93
Sports	2.31	3.62	2.95
Farm	6.61	1.86	4.34
Drama	1.98	2.89	2.42
Religion	1.86	1.36	1.63
Home-making	3.23	1.38	2.36
Institutional	0.93	.85	.89
Variety	0.96	1.07	1.00
Other	3.17	2.79	2.99
Total - All Types	99.69	99.79	99.91

Table 13

Commercial AM Stations' Program Time, by Type of Program and Size of Station, Nov. 21-27, 1946 1/

Program Type	Small Stations (250 w. and less) %		Medium Stations (500 w.to 5 kw) %		Large Stations (7.5 kw to 50 kw) %		Total Stations (all types) %	
Music Programs		48		37		33		41
Old Familiar and Western	7		7		6		7	
Popular and Dance	32		24		19		26	
Classical and Semi-classical	9		6		8		8	
Dramatic Programs		12		17		22		16
Daytime Serials	4		6		10		6	
Mystery Drama	2		4		3		3	
Comedy Drama	2		2		4		2	
Other Drama	4		5		5		5	
News and Commentators		11		14		14		13
Comedy and Variety		5		9		10		7
Quiz and Audience Participation		5		6		6		6
Religion and Religious Music		7		6		4		6
Sports and Sports Commentators		4		4		2		4
Talks		2		2		4		3
Farm Programs		2		2		3		2
Forums and Panels		1		1		1		1
Homemaking Programs		1		2		2		1
Miscellaneous, unclassified		2		1		2		2
		100		101*		103*		102*

Note: Percentages are calculated from the length of the program in minutes so that long and short programs receive their proper weight.

* These columns add to slightly more than 100 per cent because a few programs were classified in more than one category.

1/ Material taken from "An Analysis of Radio's Programming" by Kenneth Baker, Table 5, p. 59, in Communications Research, 1948-1949, edited by Paul F. Lazarsfeld and Frank Stanton.

Similarities and dissimilarities between these ratios for educational and commercial AM stations should not serve to obscure the quantitative differences between program time devoted to the different types of programs by the two kinds of stations.1/ Thus, the 24 per cent of program time of educational stations devoted to Public Issues and Educational-Cultural represents but 500-odd hours, which is only about one-seventeenth as many hours as are represented by the 4 per cent of commercial AM stations time given to Talks and Forums and Panels. An opposite example would be Drama, where the 16 per cent of commercial stations time represents perhaps 34,000 hours of broadcast programs as compared with less than 100 hours representing 2 per cent of the broadcast program time of educational stations.

Sources of Programs

Possibly one of the best measures of the program resources and ingenuity of the station operator is information as to the source of his programs, such as is presented for the educational stations in Table 14(A). Here it appears that just short of half of their programs are produced locally with live talent.2/

A comparison was desired of the sources of programs of educational and commercial broadcast stations. The FCC collects regularly3/ from every stations a program log analysis which affords a thorough and complete comparison. When the current study was begun the FCC was requested to supply its existing tabulations showing this information for 1946. The request was denied. A request for reconsideration was made. The denial was affirmed.

Table 14(B) presents the nearest approximation possible to the desired comparison. It, too, is drawn from Kenneth Baker's 1946 study. It shows separately for sustaining, commercial and news programs the proportions derived from the different sources; it does not, however, permit an overall comparison for commercial stations as such. In conjunction with Table 14(A) it may be read as follows: Whereas educational radio stations obtain 47 per cent of their programs from local live sources, 17 per cent of commercial and 19 per cent of sustaining programs of commercial AM stations are derived from this source. Networks provide 45 per cent of commercial and 51 per cent of sustaining programs for commercial AM stations, and none for educational stations. Recordings and transcriptions provide 53 per cent for educational stations as compared with 35 per cent for commercial and 26 per cent for sustaining programs of all commercial AM stations. If non-network affiliated AM stations alone are considered, they obtain 21 per cent of their commercial and 24 per cent of their sustaining programs from live sources and 71 and 63 per cent, respectively, from recordings and transcriptions, as compared with 47 per cent live and 53 per cent recorded and transcribed for educational stations.

1/ This comparison rests on the application of Baker's 1946 program percentages to the hours of broadcast estimated above for AM stations about May 1, 1949. Obviously the projection is subject to error and must be used accordingly.

2/ The definition of "local" used in this study is a paraphrase of the FCC definition. See V., Survey Method, below

3/ Schedule 8, Form 324.

Table 14 (A)

Educational Stations' Program Time, by Source of Program for AM, FM, and Wired Wireless, and all Stations, May 1-7, 1949

	Local Live Programs (Percent)	Recorded or Transcribed Programs (Percent)	Wire Programs a/ (Percent)	Total (Percent)
18 AM educational stations	46.3	51.7	2.0	100.0
19 FM educational stations	47.7	52.3	0	100.0
37 Educational stations, total	46.9	53.0		100.0

a/ News reported by the stations as "non-local."

Table 14 (B)

Commercial Broadcast Stations' Programs, by Source of Program, November 21-27, 1946a/

	Local Live Programs (Percent)	Recorded or Transcribed Programs (Percent)	Network Programs (Percent)	Wire Programs (Percent)	Total (Percent)
Sustaining Programs					
Network affiliated sta.	19	21	57	3	100.0
Non-network affiliated	24	63	3	10	100.0
All stations	19	26	51	4	100.0
Commercial Programs					
Network affiliated sta.	17	30	51	2	100.0
Non-network affiliated	21	71	4	4	100.0
All Stations	17	35	45	3	100.0
News Programs and Commentators					
Network affiliated sta.	27	1	54	18	100.0
Non-network affiliated	41	1	3	55	100.0
All Stations	28	1	49	22	100.0

a/ This table is taken from Kenneth Baker, "An Analysis of Radio's Programming," p. 61, 64, and 69, Communications Research, 1948-1949, edited by Paul F. Lazarsfeld and Frank Stanton.

To be really meaningful to students of educational broadcasting, the analysis of source of program material should be carried beyond the point of the station operations as a whole. Overall as Table 14(A) shows, however, FM educational stations appear to produce locally a slightly higher portion of their program time than AM stations (48 per cent as compared with 46 per cent). Table 15 presents a similar analysis for individual types of programs broadcast by AM and FM educational stations. The difference between AM and FM programs is especially obvious with respect to Musical programs. In this category, 19 per cent of the FM programs are local live, while for AM the proportion is only 9 per cent.

Among AM stations, the proportion of local to total time is highest in the case of Farm, Homemaking, and Sports programs. More than 90 per cent is locally produced in all of these. At the other extreme, less than 10 per cent of program time is local live in the case of Institutional, Variety, and Music programs.

For FM stations, locally produced programs occupy the highest proportion of time in the Sports, Farm, and News programs (100, 97 and 89 per cent respectively). Local live programming is least apparent for FM stations in Music, Institutional, and Variety programs (19, 24 and 28 per cent respectively).

Table 16 shows for the individual AM and FM stations the proportion of their total time which is locally produced. Comparison of the ranges at the ratios of "local" to total time shows substantial similarity as between AM and FM, with highs of 82 and 80, and lows of 4 and 17, respectively.

For those interested in pursuing the analysis of source of programs further, an Appendix presents, for AM and FM stations respectively, the distribution of local and non-local programs within the 16 program categories by major geographic regions.

IV

Educational Program Producing Operations

It is to be remembered in approaching our survey of educational program producing agencies that quantitatively its results are not representative of all such agencies. (See section, Survey Method, below).

Table 17 presents the hours of transmitter time for programs produced by educational program producing agencies, classified by program type, and by geographical region. In calculating these data, program time was counted for each commercial (but not educational non-commercial) station carrying the program. To distinguish between stations which were very successful in having their programs carried by commercial stations, and those whose efforts are best represented by the production of programs, Table 18 is also presented. It shows the number of programs produced by the educational program producing agencies, by program types and by region.

Table 15

Educational Stations' Program Time by Type and Source, for AM, FM and All Stations, May 1-7, 1949

Type and Source of Program	18 AM Stations	19 FM Stations	Total, 37 Stations
	(Hours and minutes)		
Music, Total	474:14	498:01	972:15
Local 1/	43:59	96:43	140:42
Non-local 1/	430:15	401:18	831:33
Folk and Western	7:55	10:51	18:46
Local	2:55	7:21	10:16
Non-local	5:00	3:30	8:30
Dance and popular	140:39	94:09	234:48
Local	4:28	15:05	19:33
Non-local	136:11	79:04	215:15
Semi-classical	160:35	202:48	363:23
Local	13:46	33:06	46:52
Non-local	146:49	169:42	296:31
Classical	165:05	190:13	355:18
Local	22:50	41:11	64:01
Non-local	142:15	149:02	291:17
Educational-Cultural	177:43	174:08	351:51
Local	125:34	137:36	263:10
Non-local	52:09	36:32	88:41
News	108:24	84:00	192:24
Local	87:23	75:01	162:24
Non-local	21:01	8:59	30:00
Public Issues	80:28	60:47	141:15
Local	69:34	50:02	119:36
Non-local	10:54	10:45	21:39
Sports	24:41	35:23	60:04
Local	22:55	35:23	58:18
Non-local	1:46	--	1:46
Farm	70:30	18:10	88:40
Local	66:50	17:40	84:30
Non-local	3:40	:30	4:10
Drama	21:08	28:19	49:27
Local	12:40	13:11	25:51
Non-local	8:28	15:08	23:36
Religion	19:55	13:25	33:20
Local	15:40	5:35	21:15
Non-local	4:15	7:50	12:05
Home-making	34:25	13:45	48:10
Local	32:05	9:10	41:15
Non-local	2:20	4:35	6:55
Institutional	9:54	8:29	18:23
Local	:30	2:00	2:30
Non-local	9:24	6:29	15:53
Variety	10:15	10:38	20:53
Local	:45	2:53	3:38
Non-local	9:30	7:45	17:15
Other	33:48	27:18	61:06
Local	15:44	18:38	34:22
Non-local	18:04	8:40	26:44
Total, All Types	1065:25	972:23	2037:48
Local	493:39	463:52	957:31
Non-local	571:46	508:31	1080:17

1/ "Local" means produced with live talent by the station, as distinct from "non-local" which means produced via transcription, recorded or net work material. Classification performed by respondents in most cases.

Table 16

AM and FM Educational Stations Arrayed According to Proportion of "Local" to Total Program Time, May 1-7, 1949

AM Stations		FM Stations	
Call Letters	Percent "Local" is of Total Time	Call Letters	Percent "Local" is of Total Time
KSAC	82	WBEZ	80
WNAD	66	KSUI	64
KOAC	56	WNAD	62
WILL	54	WDTR	59
WNYC	54	KUSC	56
WHA	54	WBKY	55
WKAR	53	WBOE	54
WSUI	52	WABE	53
WOI	51	WHA	51
WHAZ	50	WBGO	49
WOSU	46	KCVN	48
WBAA	43	WAER	48
KFJM	43	WKAR	47
KUSD	34	WLSU	45
KBPS	33	WUOM	43
WCAT	29	KWGS	36
KUOM	26	WNYC	29
KWSC	4	WIUC	29
		WOI	17
Median: 50.5		Median: 49	

Table 17

Educational Program Producers' Hours of Transmitter Time by Type of Program and by Region, May 1-7, 1949

	Atlantic Coast States, North of Potomac 7 agencies	So. Atlantic and So. Central States 7 agencies	North Central States 11 agencies
Music, Total	4:30	13:00	7:15
Folk & Western	--	--	0:30
Dance & Popular	--	--	--
Semi-classical	0:30	3:15	1:15
Classical	4:00	9:45	5:30
"Educational"	98:39	12:15	30:45
News	--	3:15	2:55
Public Issues	0:40	7:15	69:45[b]
Sports	--	2:40	0:45
Farm	13:00	0:45	2:30
Drama	2:30	2:03[a]	2:45[c]
Religion	--	--	0:45
Home-making	--	3:15	0:15[d]
Institutional	--	0:15	0:18
Variety	--	0:15	0:45
Other	6:42	1:30	0:35
Total	126:01	46:28	119:18

	Mountain States 3 agencies	Pacific States and Hawaii 5 agencies	Total - U. S. 33 agencies	
			Hours	Percent
Music, Total	4:15	3:00	32:00	9.2
Fold & Western	0:15	--	0:45	[e]
Dance & Popular	--	0:15	0:15	[e]
Semi-classical	2:30	2:45	10:15	3.0
Classical	1:30	--	20:45	6.0
"Educational"	6:25	20:45	168:49	48.5
News	1:45	0:15	8:10	2.3
Public Issues	--	5:30	83:10	23.9[b]
Sports	--	0:30	3:55	1.1
Farm	4:45	0:30	21:30	6.2
Drama	1:30	1:15	10:03	2.8
Religion	--	--	0:45	[e]
Home-making	4:15	1:00	8:45	2.5
Institutional	--	--	0:33	[e]
Variety	--	--	1:00	[e]
Other	--	0:15	9:02	2.6
Total	22:55	33:00	347:42	99.1

a/ Including one 18-minute show produced for commercial TV Station WTVJ-TV.

b/ Of which 65 hours is attributed to "Chicago Round Table of the Air."

c/ Of which 30 minutes were produced for commercial TV Station KSD-TV.

d/ Produced for commercial TV Station KSD-TV.

e/ Less than 1 per cent.

It is noteworthy that educational program producers appear to emphasize Educational-Cultural and Farm programs. They bulk largest in terms of program hours for these agencies whereas station operations showed Music programs leading by a wide margin. The same observation is true of numbers of programs produced.

Regionally, great differences again appear. Program producers in the Atlantic States north of the Potomac River produce both more program hours and more programs than any other region, accounting for more than one-third of each. North Central States program producers were responsible for another third of the program hours and almost one-third of the programs.

In view of the concentration on Education-Cultural and Public Issues programs among these agencies, it is of interest to analyze regional differences in these categories. The North Atlantic program producers provided 58 per cent of the hours and 43 per cent of the programs in the Education-Cultural group, with the North Central producers coming in a slow second. In the Public Issues category, however, the North Central producers originated 84 per cent of the program hours and 42 per cent of the programs.

Table 19 provides a brief analysis of the differences between the operations of program producers, in terms of both hours and numbers of programs. The range is from zero to 88 hours of program time, and from zero to 63 programs.

V

Survey Method

Two kinds of letters were sent May 6, 1949, to the members of the National Association of Educational Broadcasters. One letter was sent to active members of the Association. It stated that it was desired to make an analysis of the programs broadcast by educational stations, and it asked the station to send us its program log for the week, May 1-7, 1949. Respondents were asked to mark those log entries which were "full locally produced shows as distinguished from syndicated transcription features, network programs, or local programs consisting of recorded or transcribed music." This was substantially identical with the FCC definition of local live".1/ The second letter was sent to associate members of the Association, most of whom are program producers but not station operators. This letter asked ". . . if you would tell us what arrangements you have for broadcasting and give us a listing of the programs you broadcast through the typical week, May 1-7, 1949."

1/ "A local live program (L) is any local program which uses live talent exclusively, whether originating in the station's studios or by remote control. Programs furnished to a station by a network or another station, however, are not classified as 'live' but as 'network.' A program which uses recordings in whole or in part, except in a wholly incidental manner, should not be classified as 'live' but as 'recorded'. Wire programs, as defined above, should likewise not be classified as 'live.' A recorded program which is a local live program produced by the station and recorded for later broadcasting by the station shall be considered a local live program." By order adopted January 16, 1948, to become effective immediately.

Table 18

Educational Program Producers' Number of Programs Produced by Type of Program and by Region, May 1-7, 1949

	Atlantic Coast States, North of Potomac 7 agencies	So. Atlantic and So. Central States 7 agencies	North Central States 11 agencies
Music, Total	4	18	17
Fold & Western	-	-	2
Dance & Popular	-	-	-
Semi-classical	1	9	5
Classical	3	9	10
"Educational"	58	20	38
News	-	6	15
Public Issues	2	5	10
Sports	-	3	3
Farm	52	2	1
Drama	2	6	7
Religion	-	-	1
Home-making	-	3	1
Institutional	-	1	3
Variety	-	1	2
Other	5	6	5
Total	123	71	103

	Mountain States 3 agencies	Pacific States and Hawaii 5 agencies	Total - U. S. 33 agencies	
			Number	Percent
Music, Total	3	3	45	12.6
Folk & Western	1	-	3	1.0
Dance & Popular	-	1	1	a/
Semi-classical	1	2	18	5.0
Classical	1	-	23	6.4
"Educational"	5	13	134	37.4
News	1	1	23	6.4
Public Issues	-	7	24	6.7
Sports	-	2	8	2.2
Farm	10	2	67	18.7
Drama	1	3	19	5.3
Religion	-	-	1	a/
Home-making	8	1	13	3.6
Institutional	-	-	4	1.1
Variety	-	-	3	1.0
Other	-	1	17	4.7
Total	28	33	358	100.0

a/ Less than one percent.

Table 19

Educational Program Producing Agencies Arrayed According to Number of Hours of Program Transmitter Time, and According to Number of Programs Produced by the Agency, May 1-7, 1949

Name of Agency	Hours of Program Transmitter Time	Name of Agency	Number of Programs Produced
New York State R. B.	88:24	Penn State College	63
Univ. of Chicago	65:00	New York State R. B.	35
Univ. of Alabama	22:00	Indiana Univ.	30
Penn. State College	17:30	Univ. of Nebraska	28
Indiana Univ.	16:40	Univ. of Miami	20
Univ. of Calif.	13:00	Univ. of Kentucky	19
Univ. of Illinois	12:30	Colorado A. and M. Coll.	17
Univ. of Washington	12:15	Univ. of Texas	13
Univ. of Nebraska	12:15	Univ. of Washington	12
Univ. of Colorado	9:40	St. Louis Board of Educ.	10
Univ. of Texas	8:45	Iowa State Teachers Coll.	10
Rutgers Univ.	8:22	Indiana State Teachers Coll.	10
Rocky Mountain Radio Council	6:45	Univ. of Tennessee	8
Colorado A. and M. College	6:30	Univ. of Oregon	8
Lehigh Univ.	6:30	Univ. of Colorado	7
Univ. of Miami	6:23	Lowell Institute	7
Univ. of Kentucky	5:30	Univ. of Hawaii	6
St. Louis Bd. of Educ.	3:45	Univ. of Alabama	6
Univ. of Oregon	3:30	Rutgers Univ.	6
Lowell Institute	3:30	Central State Teachers Coll.	5
Univ. of Hawaii	3:15	Temple Univ.	5
Univ. of Tennessee	3:15	Lehigh Univ.	5
Indiana State Teachers Coll.	2:30	Des Moines Radio Council	5
Iowa State Teachers College	2:05	Rocky Mountain Radio Council	4
Des Moines Radio Council	1:48	Portland Public Schools	4
Central State Teachers Coll.	1:30	Univ. of Calif.	3
Temple Univ.	1:15	South East Louisiana Coll.	3
Portland Public Schools	1:00	Boston Univ.	2
Stephens College	1:00	Stephens College	2
South East Louisiana College	0:35	Cedar Rapids Radio Council	1
Boston Univ.	0:30	Univ. of Chicago	1
Cedar Rapids Radio Council	0:15	Univ. of Illinois	1
Univ. of North Carolina	0	Univ. of North Carolina	0
	Median: 5:30		Median: 6:00

While the use of a simple request for program information, rather than a questionnaire into which the respondents would classify their program activities, may have contributed to the high percentage of responses, it created serious problems of coding and tabulation.

There was considerable heterogeneity in the responses received. In some cases copies of the actual station logs were provided; in others, there were newspaper clippings of the station's programs. In some cases descriptive literature was included which greatly aided proper classification of the program material. In almost all instances, respondents either initially or through follow-up letters, supplied the requested coding of programs as between "local" and "non-local". In the few cases where this was not done the patterns established by the bulk of the stations were applied -- i.e., news was generally assumed to be "local;" most musical programs, unless their title suggested local origination, were assumed to be "non-local." Farm, discussion, religious, homemaking, and dramatic programs were assumed to be "local." Certain transcribed programs used by many stations, such as "Guest Star," were readily identified as non-local.

The tabulation of total hours on the air, and the breakdown of time into "before 6:00 p.m." and "after 6:00 p.m. (including all Sunday time)" was clear-cut and judgment-free.

Classification of the program material into the 16 program categories presented problems and it was in this area that discretionary judgments played the greatest role. It was realized that uniformity and accuracy in classifying programs would not be easy in all cases, even for a jury of expert program analysts after listening to the programs. Obviously we could expect substantially less accurate results with a procedure which rested on the titles of programs. Mindful of this overall qualification, we sought to achieve a maximum accuracy by the use of the following working definitions of program categories.

Music. Included as music were all programs which appeared to be primarily musical in character, including music appreciation programs and "disc jockey" shows where the music was interspersed with news or other comment. Programs of religious music, however, were classified under "religion." "Music, total" is a clean-cut and reliable category. Problems arose when "Twilight Serenade" or "Music in the Afternoon" had to be further classified as "Dance and Popular," "Semi-classical," or "Classical." As a rule, such programs as these were classified as "semi-classical." Fortunately, most musical programs had less ambiguous titles -- "Date with a Disc," "Dancetime," "Evening Symphony," and the like.

Educational-Cultural. This category was used to include all programs primarily of an informational or cultural nature, exclusive of music, dramatic programs, or talks specifically on public issues, religion, farm matters, or homemaking. Thus, included in this category were all programs designed for classroom use, as well as readings of literature, talks on such diverse subjects as safety, mental hygiene and American history, as well as programs produced by such organizations as the Parent-Teachers Association. Children's programs, except those clearly dramatic or musical, were also included, on the assumption that they were actually educational in purpose.

News. Perhaps the simplest to define, this category is probably the most homogeneous in character. We considered "news" to include news, commentary and news from all community levels--i.e, national, local, campus or school. Farm news was excluded from it.

Public Issues. This category was used to cover talks and forum - or discussion-type programs on subjects which could reasonably be considered controversial.

Sports. This classification included broadcasts of sporting events and sports news.

Farm. Included here were talks on farm problems, agricultural research, and advice, market and crop news, reports and other programs which appeared to be designed for the farm audience.

Drama. We interpreted this category narrowly, including only those programs whose titles clearly indicated their dramatic form.

Religion. Here we included church and lay broadcasts on religious subjects and hymns and other sacred music.

Homemaking. This category included all specifically designated women's programs and talks on such subjects as gardening, choosing a deep-freezer, home decoration and the like. We defined this category rather narrowly, excluding a substantial number of programs on children's problems, parent-child relations and similar subjects which we treated as educational-cultural.

Institutional. This category was created to include promotional and recruiting programs produced by and broadcast on behalf of such organizations as the military services, Veterans' Administration, Treasury Department, Cancer Foundation, etc.

Variety. Here were included a small number of quiz shows, campus follies, etc.

Other. This was a residual catch -- all category for programs whose titles were so ambiguous as to preclude their classification in the preceding categories.

Appendix
Table A

18 AM Educational Stations: Type and Source of Programs, by Major Geographic Regions in Which Stations Located, May 1 - 7, 1949

Type and Source of Program	Atlantic Coast North of Potomac	South Atlantic and South Central	North Central	Mountain	Pacific Coast
	(Hours and Minutes)				
Music, Total	57:54	25:25	291:40	-	99:15
Local	11:50	6:25	23:44	-	2:00
Non-local	46:04	19:00	267:56	-	97:15
Folk and Western	:30	:55	5:00	-	1:30
Local	:30	:55	1:30	-	-
Non-local	-	-	3:30	-	1:30
Dance and Popular	3:10	2:45	82:44	-	52:30
Local	-	-	4:28	-	-
Non-local	3:10	2:45	77:46	-	52:30
Semi-classical	7:18	12:00	124:17	-	17:00
Local	1:25	1:00	10:21	-	1:00
Non-local	5:53	11:00	113:56	-	16:00
Classical	46:56	9:45	80:09	-	28:15
Local	9:55	4:30	7:25	-	1:00
Non-local	37:01	5:15	72:44	-	27:15
Educational-cultural	8:11	17:40	125:37	-	26:15
Local	2:34	14:55	93:15	-	14:50
Non-local	5:37	2:45	32:22	-	11:25
News	9:43	8:57	68:54	-	20:50
Local	9:28	8:57	58:38	-	10:20
Non-local	:15	-	10:16	-	10:30
Public Issues	33:12	6:45	35:36	-	4:55
Local	32:57	6:15	28:27	-	1:55
Non-local	:15	:30	7:09	-	3:00
Sports	2:15	1:45	16:11	-	4:30
Local	2:15	1:45	14:25	-	4:30
Non-local	-	-	1:46	-	-
Farm	-	:25	60:20	-	9:45
Local	-	:25	56:40	-	9:45
Non-local	-	-	3:40	-	-
Drama	3:10	:15	11:28	-	6:15
Local	1:25	:15	9:45	-	1:15
Non-local	1:45	-	1:43	-	5:00
Religion	-	3:00	14:40	-	2:15
Local	-	3:00	11:40	-	1:00
Non-local	-	-	3:00	-	1:15
Home-making	:55	2:00	25:45	-	5:45
Local	:55	2:00	23:25	-	5:45
Non-local	-	-	2:20	-	-
Institutional	:15	:45	7:24	-	1:30
Local	-	-	:30	-	-
Non-local	:15	:45	6:54	-	1:30
Variety	1:00	:15	3:45	-	5:15
Local	:30	-	-	-	:15
Non-local	:30	:15	3:45	-	5:00
Other	1:10	:18	25:05	-	7:15
Local	:30	:18	13:01	-	1:55
Non-local	:40	-	12:04	-	5:20
Total, All Types	117:45	67:30	686:25	-	193:45
Local	62:24	44:15	333:30	-	53:30
Non-local	55:21	23:15	352:55	-	140:15

"Local" means produced with live talent by the station, as distinct from "non-local", which means produced via transcription, recorded or network material. Classification performed by respondents in most cases.

Appendix

Table B

19 FM Educational Stations: Type and Source of Programs, by Major Geographic Regions in Which Stations Located, May 1-7, 1949

Type and Source of Program	Atlantic Coast North of Potomac	South Atlantic and South Central	North Central	Mountain	Pacific Coast
	(Hours and Minutes)				
Music, Total	127:00	107:51	199:30	-	63:40
Local	19:04	28:11	29:36	-	19:52
Non-local	107:56	79:40	169:54	-	43:48
Folk and Western	0:30	7:41	2:40	-	-
Local	0:30	6:41	0:10	-	-
Non-local	-	1:00	2:30	-	-
Dance and Popular	18:09	26:50	35:27	-	13:43
Local	1:15	6:00	7:05	-	0:45
Non-local	16:54	20:50	28:22	-	12:58
Semi-classical	32:44	42:05	104:31	-	23:28
Local	5:32	9:15	14:56	-	3:23
Non-local	27:12	32:50	89:35	-	20:05
Classical	75:37	31:15	56:52	-	26:29
Local	11:47	6:15	7:25	-	15:44
Non-local	63:50	25:00	49:27	-	10:45
Educational-Cultural	16:37	53:07	91:22	-	13:02
Local	11:10	39:51	75:36	-	10:59
Non-local	5:27	13:16	15:46	-	2:03
News	17:21	16:07	39:25	-	10:67
Local	17:16	14:27	32:11	-	10:67
Non-local	0:05	1:40	7:14	-	-
Public Issues	13:23	12:20	28:58	-	6:06
Local	9:53	8:50	25:43	-	5:36
Non-local	3:30	3:30	3:15	-	0:30
Sports	2:58	5:20	13:30	-	13:35
Local	2:58	5:20	13:30	-	13:35
Non-local	-	-	-	-	-
Farm	-	0:40	17:30	-	-
Local	-	0:40	17:00	-	-
Non-local	-	-	:30	-	-
Drama	7:52	9:32	10:10	-	0:45
Local	1:45	3:16	7:25	-	0:45
Non-local	6:07	6:16	2:45	-	-
Religion	1:15	3:55	6:30	-	1:45
Local	1:15	3:35	:30	-	0:15
Non-local	-	0:20	6:00	-	1:30
Home-making	0:55	3:30	6:05	-	3:15
Local	0:55	3:15	5:00	-	-
Non-local	-	0:15	1:05	-	3:15
Institutional	1:29	1:00	5:05	-	0:45
Local	0:15	-	1:45	-	-
Non-local	1:14	1:00	3:30	-	0:45
Variety	2:08	0:45	7:00	-	0:45
Local	0:53	-	1:45	-	0:15
Non-local	1:15	0:45	5:15	-	0:30
Other	8:05	9:18	9:40	-	
Local	6:40	5:80	6:55	-	0:15
Non-local	1:25	4:00	2:45	-	-
Total, All Types	199:03	223:25	434:55	-	115:00
Local	72:04	112:43	216:56	-	62:39
Non-local	126:59	110:42	217:59	-	52:21

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